

Fig. 1

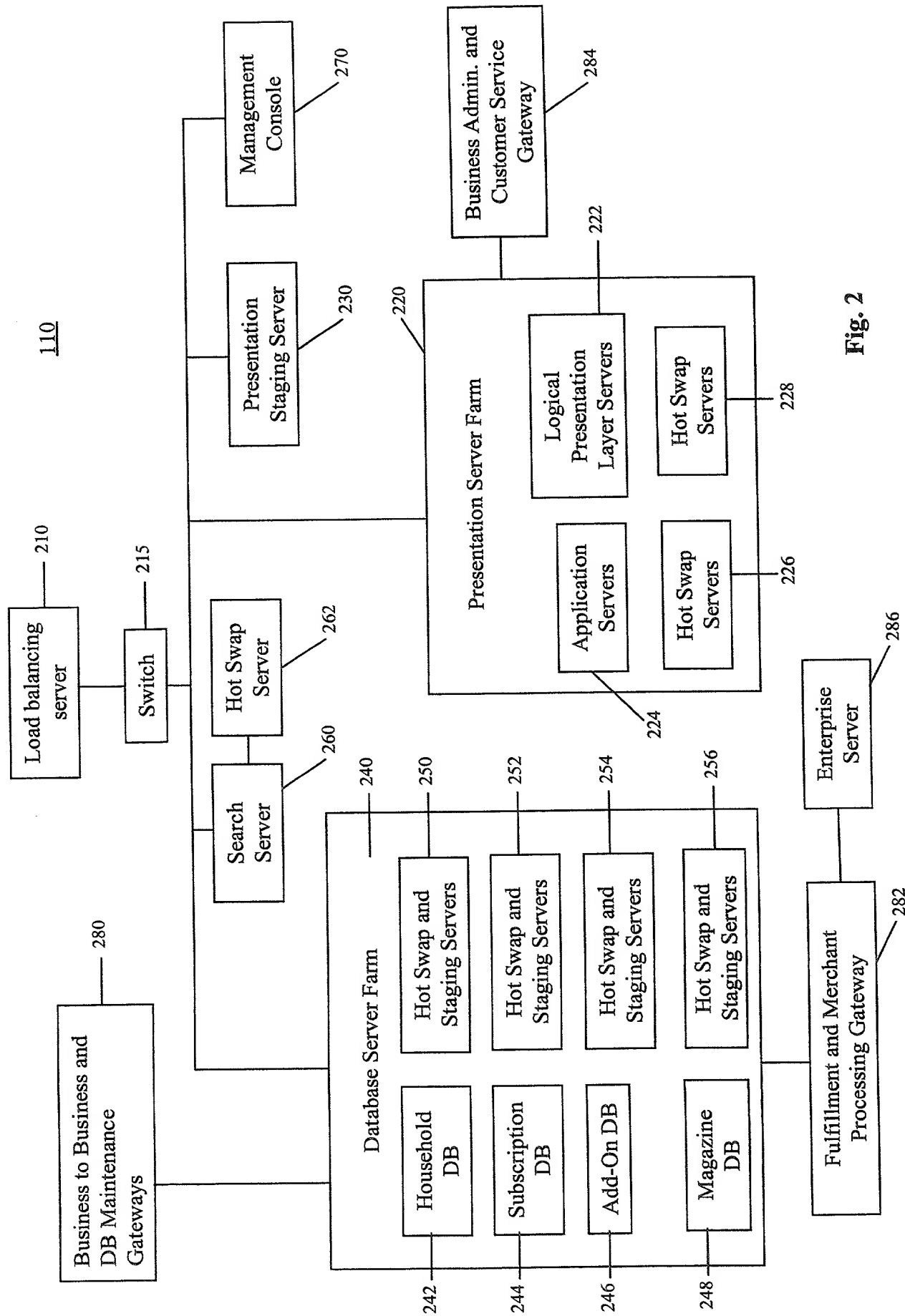


Fig. 2

# HOUSEHOLD DATABASE

FIG. 3a

Household ID	Household ID	Household ID
0000 0001	0000 0002	0000 0003

• • •

Credit Card No. (1)	Credit Card No. (2)
1234 5678 9012 3456	6543 2109 8765 4321

Consumer (1)	Consumer (2)
Sandra Smith 123 Main Street Apt. 2D Brooklyn, NY 11111	Dick Smith 123 Main Street Apt. 2D Brooklyn, NY 11111

0000 0001 0000 0002 0000 0003

## FIG. 3b

Subscription No.	Household ID	Link	Consumer Name	Consumer Address	Magazine ID	Current Amount	Future Amount	Expiration Date	Channel Of Sale	Origination Date
0000 0001	0000 0001	yes	Sandra Smith	123 Main St. Apt. 2D Brooklyn, NY	TIM 247	36	36	10/08/99	TCS	10/08/98
ABEF 0016	0000 0001	no	Dick Smith	123 Main St. Apt. 2D Brooklyn, NY	PCM 125	12	12	10/02/00	CDS	10/02/95
FFFF FFFF	0000 0001	yes	Sandra Smith	123 Main St. Apt. 2D Brooklyn, NY	SPI 126	24	24	04/15/00	Centrobe	04/15/99

## FIG. 3c

Add-On No.	Household ID	Consumer Name	Consumer Address	Magazine ID	Expiration Date
0000 0001	0000 0001	Sandra Smith	123 Main St. Apt. 2D Brooklyn, NY	MHM 123	10/31/00

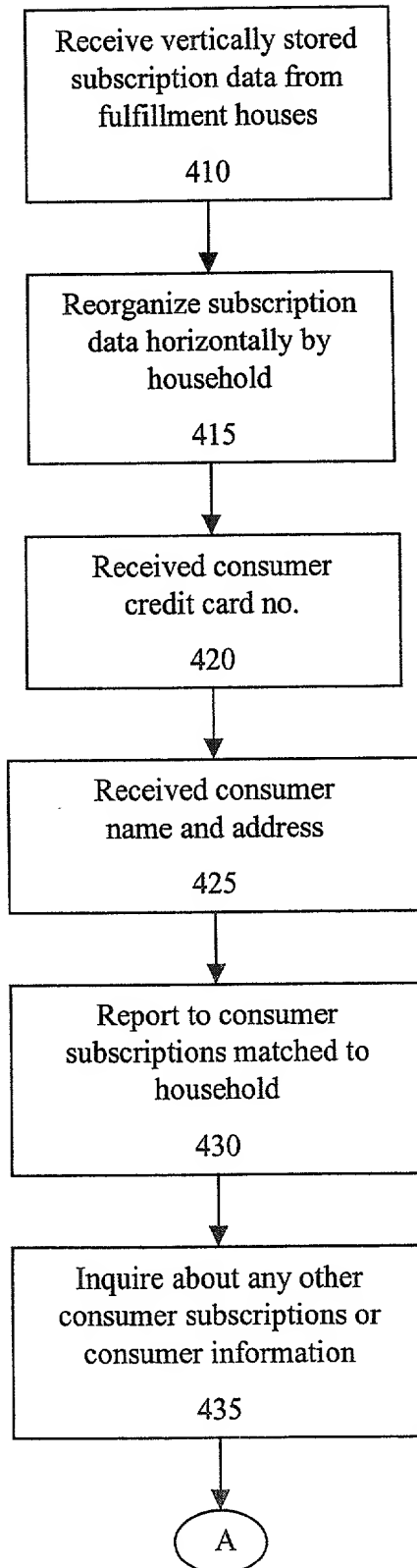
**MAGAZINE DATABASE**  
**FIG. 3d**

Publisher (1)	Fulfillment House (1)	Publisher (2)	Fulfillment House (2)
Time, Inc. 5 Park Ave NY, NY	TCS	Ziff-Davis, Inc. 1234 6 <sup>th</sup> Ave NY, NY	CDS

Magazine ID (1)	Magazine Title (1)	Magazine ID (2)	Magazine Title (2)	Magazine ID (3)	Magazine Title (3)
TIM 247	Time	TIM 357	Time	SPI 126	Sports Illustrated

Term	Half Basic Rate
12	20

**Fig. 4a**



**Fig. 4b**

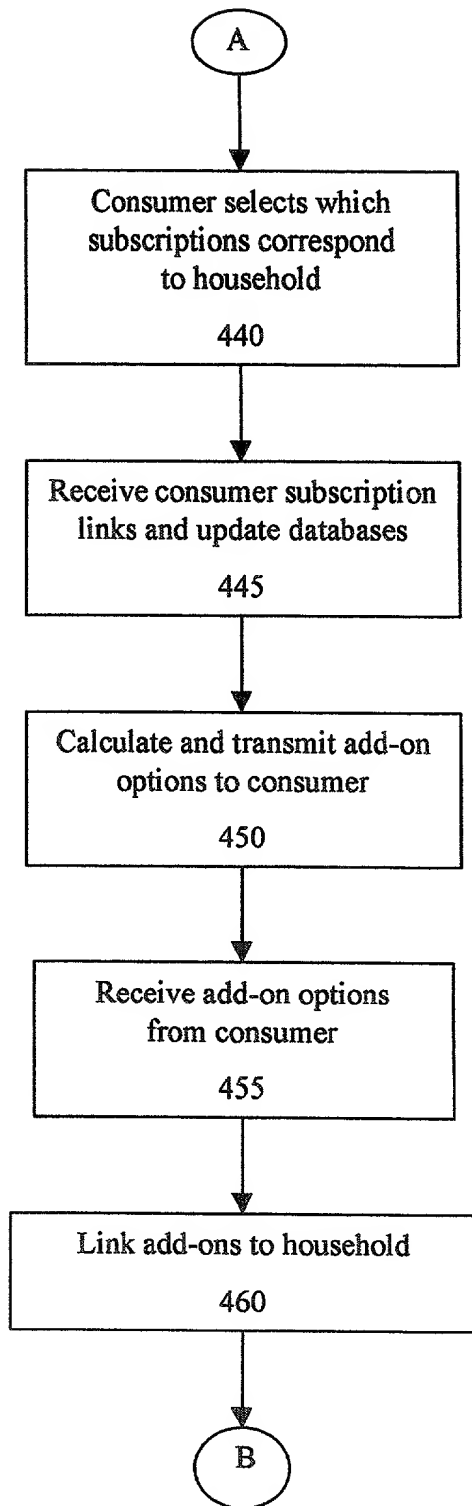
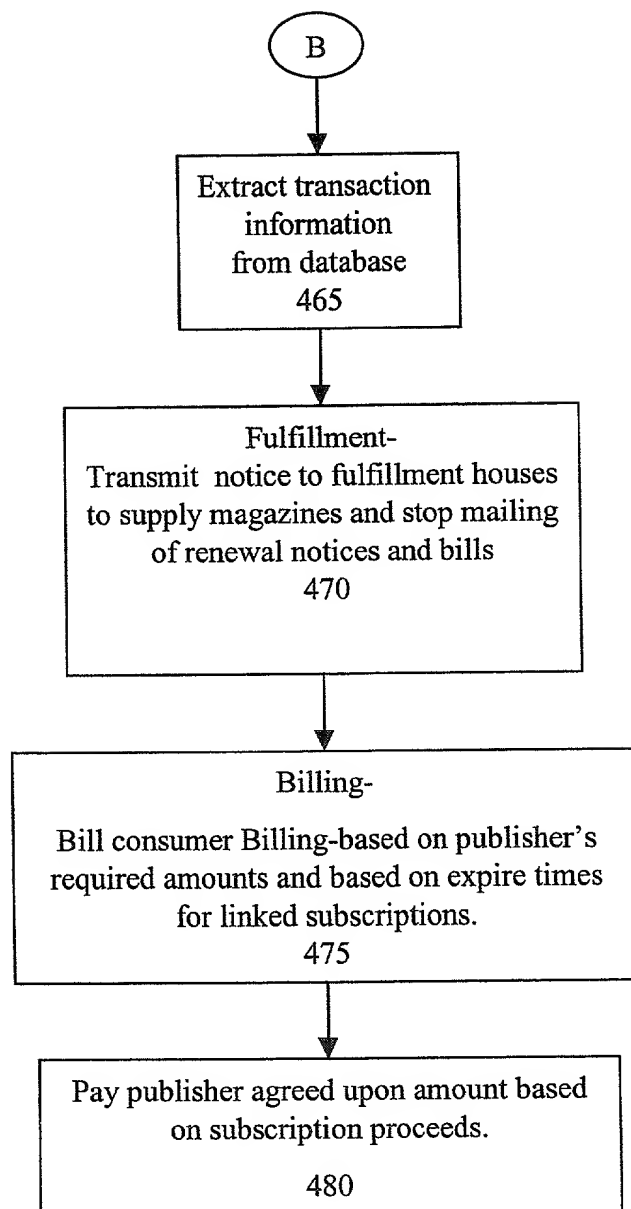


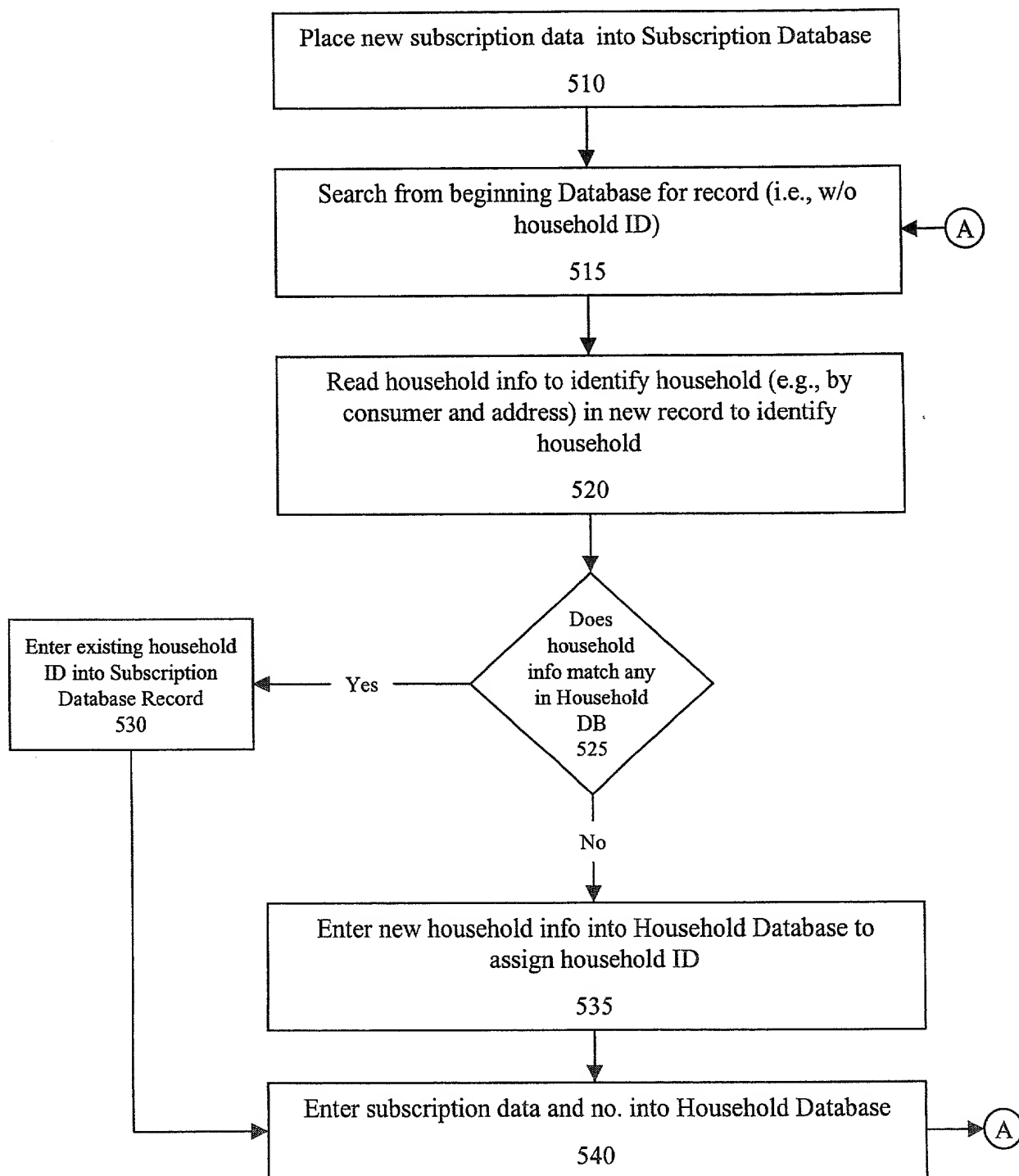
Fig. 4c





**Fig. 5**

**Reorganize Subscription Data By Household**



**Fig. 6a**

Allow consumer to link subscriptions  
Calculate and transmit add-on options  
to consumer

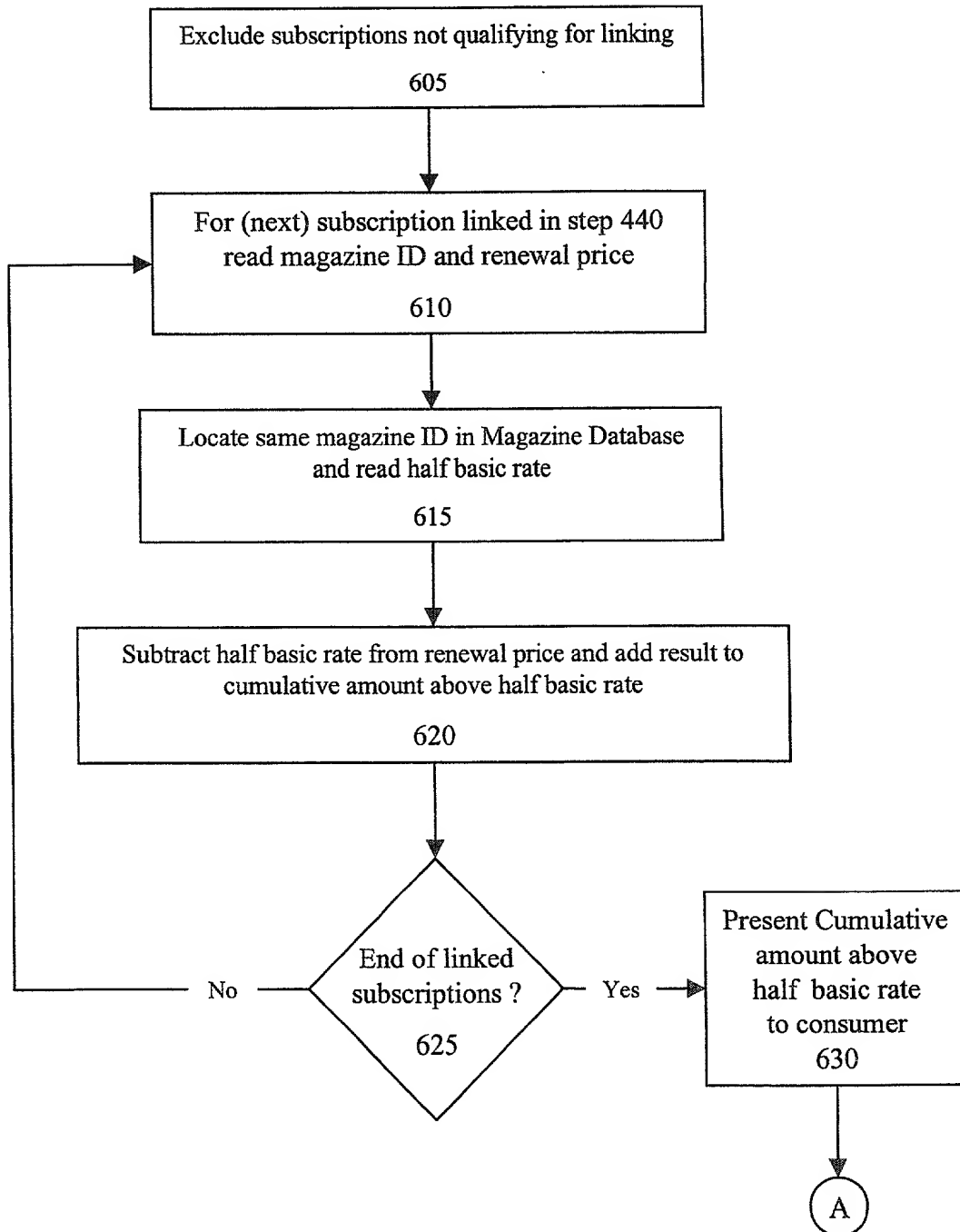
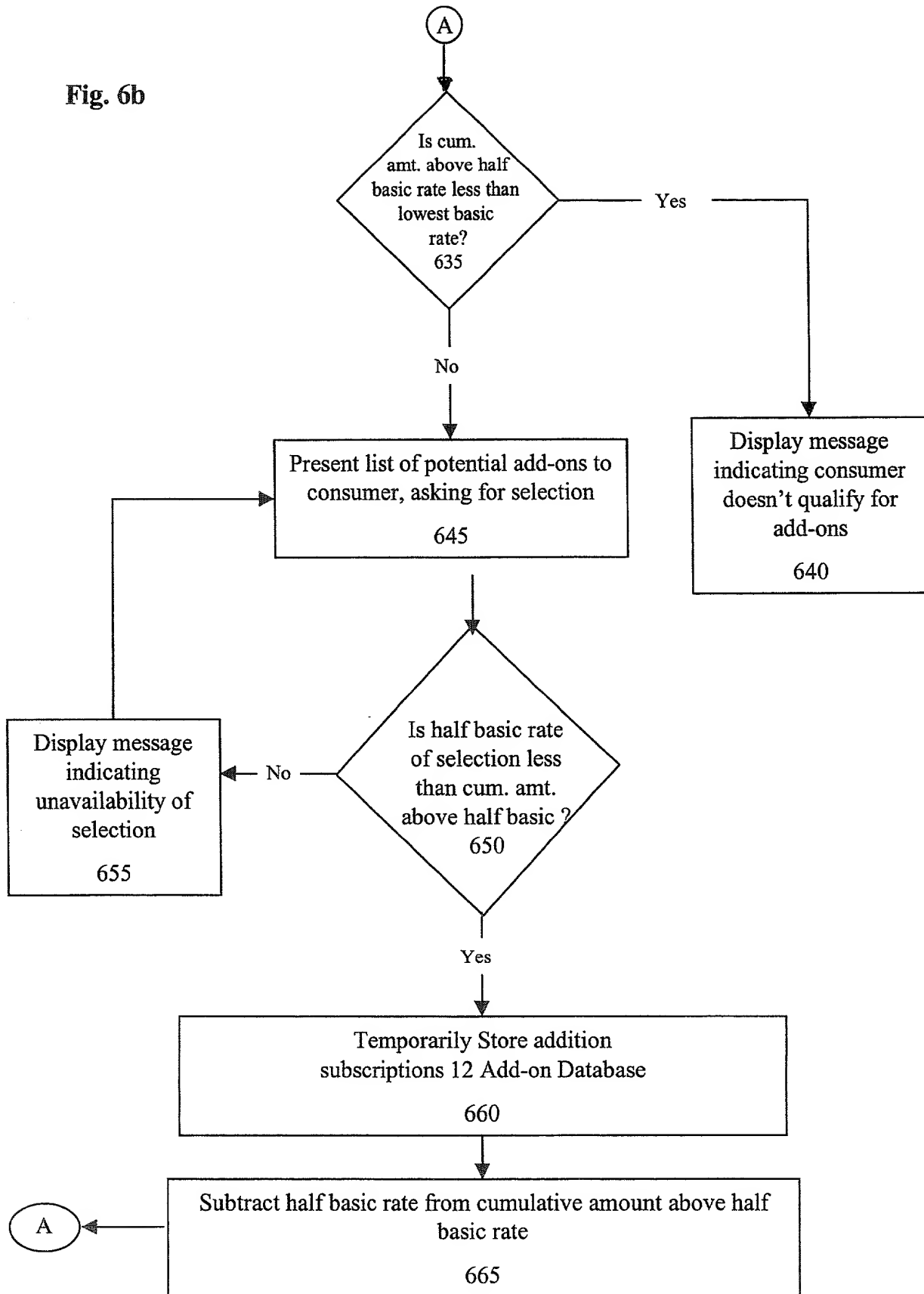
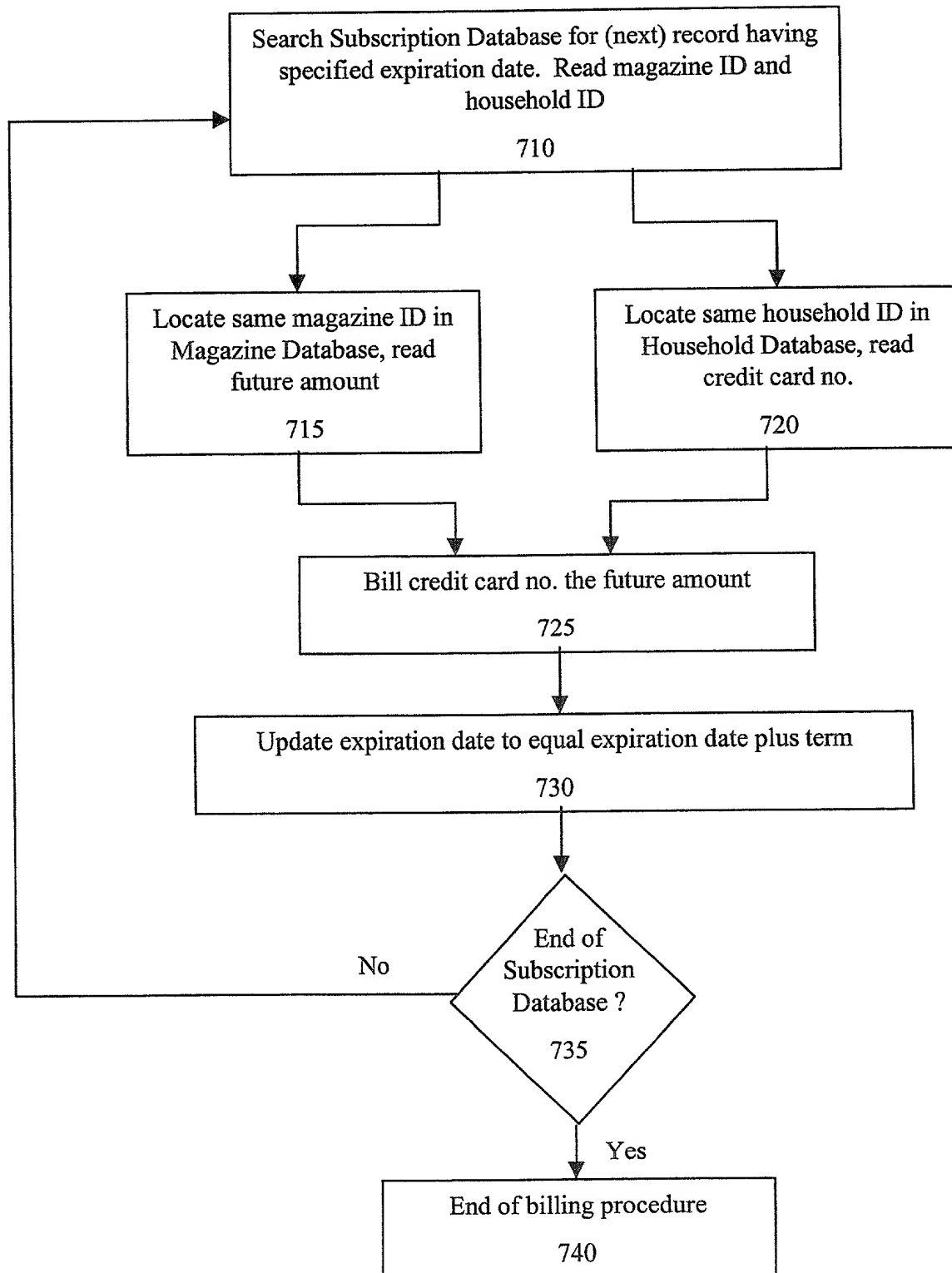


Fig. 6b



**Fig. 7**

**Bill Consumer and Process Credit Card**



Downloaded from www.scribd.com

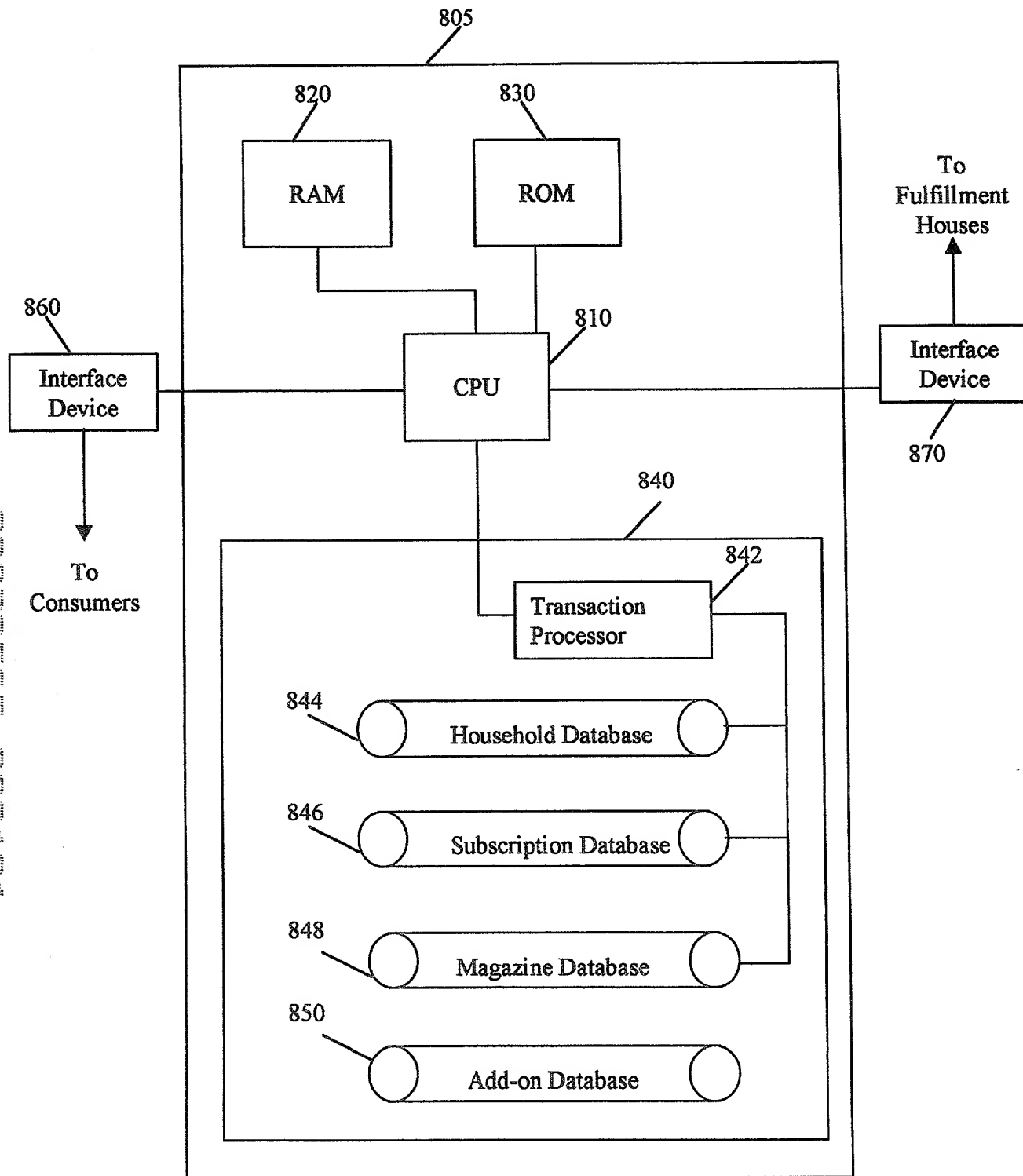


Fig. 8